

Town Hall II Summary Report

June 21, 2003
Public Meeting Results

APPENDIX B Community Feedback Form Responses



*It's Your Future,
So Get Involved*

Chula
Vista
Vision
2020

General Plan Update
August 2003



**CITY OF CHULA VISTA GENERAL PLAN UPDATE
TOWN HALL MEETING SUMMARY REPORT**

***APPENDIX B
COMMUNITY FEEDBACK FORM RESPONSES***

(See Town Hall II Summary Report for an explanation of the form responses and a map.)

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

SW-1: SOUTH THIRD AVENUE CORRIDOR

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Retail Commercial Corridor with Town Center				
THIS CONCEPT FOR SOUTH THIRD AVENUE INCLUDES:				
❖ Community-serving shopping corridor with low-rise housing behind shops	15	9	6	1. Without housing in between shops it will have too much auto traffic and discourage foot traffic.
❖ Opportunities for both small and large shops and businesses	22	6	3	1. Spur economic growth
❖ A "Town Center" between Naples Street and Orange Avenue that could include:	16	4	1	1. Make this our International / Southwest Center
➤ Civic uses (e.g., post office, community center, park, and library)	26	4		1. These services are already close by 2. These already exist except for a nice-sized park
➤ A community gathering place	26	5		
➤ A possible transit station near Third Ave and Reinstra St	24	7		1. Third Ave. & Quintard St. 2. Quintard St instead of Reinstra
➤ Low-rise and mid-rise shops and housing oriented to the town center	21	4	2	1. Low-rise only 2. High-rise also 3. Low-rise only
Write your Comments or Other Ideas below:				
1. There are too many "strip malls". Retail development needs to be environmentally esthetic. Whoever took over the Jeromes place did a nice job. We need to do more of that! 2. Commerce should be filled in on Third Ave. between L and Moss Streets to provide continuation to the corridor. 3. Please include beautification of West and South SD Country Club boundaries 4. A community gathering place should include a senior / teen center (like Mira Mesa) 5. Improve landscaping bordering country club 6. Clean up Country Club along fences, 3 rd to Moss and Moss to 1 st . 7. 3 rd Ave. really ought to have as many transit centers as Eastlake Ave. 8. This area is messy, unification through landscaping would help. Please, no palm trees and no jacaranda.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept B: Mixed Use Street with Town Center				
THIS CONCEPT FOR SOUTH THIRD AVENUE INCLUDES:				
❖ A mix of low-rise shopping and multi-family housing between L Street and Naples Street, and between Palomar Street and Reinstra Street		4	5	❖ Between Palomar St. and Quintard St. ❖ Get rid of mobile parks! ❖ Housing should be on side streets ❖ Between Palomar and Quintard Sts. ❖ Encourage walking with well-lighted, pleasant sidewalks, paths, occasional benches for seating along the corridor
❖ Opportunities for both large and small shops and businesses	17	5	2	Spur economic growth.
❖ A "Town Center" between Naples Street and Orange Avenue which could include:	13	3		
➤ Civic uses (e.g., post office, community center, park, and library)	19	5	1	Maintain as is. Park and library
➤ A community gathering place	18	4		1. Include churches
➤ A possible transit station near Third Avenue. and Reinstra Street	19	6		Third & Quintard St. Quintard St, instead of Reinstra
➤ Low-rise and mid-rise shops and housing oriented to the town center	14	3	3	❖ Low-rise only ❖ High-rise also ❖ Low-rise only
Write your Comments or Other Ideas below:				
<p>Chula Vista has got to get its infrastructure upgraded before it issues more building permits. Our schools, streets, police, fire, water, electricity, etc. must support the population we have now before we allow the developers to continue to get rich to the detriment of the city in general.</p> <p>Do not like the look of current strip malls.</p> <p>Would like to see a way to incorporate our unique international community into the architecture.</p> <p>Improve landscaping bordering country club.</p> <p>Need for landscape improvements on 3rd Ave and L St. on S.D. Country Club property</p> <p>Need to go up and not out</p>				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept C: Residential Corridor with Town Center				
THIS CONCEPT FOR SOUTH THIRD AVENUE INCLUDES:				
❖ Low-rise multi-family housing between L Street and Naples Street, and between Palomar Street and Reinstra Street	10	6	6	1. Low-rise 2. Without shops it will not be a walking neighborhood 3. Only existing – no more 4. Consider building townhouses (row houses) whenever possible – they are more desirable for families
❖ A “Town Center” between Naples Street and Orange Avenue which could include:	13	4	1	
➤ Civic uses (e.g., post office, community center, park, and library)	19	4	1	
➤ A community gathering place	18	4	1	
➤ A possible transit station near Third Avenue and Reinstra Street	18	4	1	
➤ Low-rise and mid-rise shopping and housing oriented to the town center	19	3	1	1. Low-rise 2. High-rise also 3. Only low-rise
Write your Comments or Other Ideas below:				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
OTHER IDEAS: (write-in)				
<ol style="list-style-type: none"> 1. When you talk about diverse housing, affordable housing – you need to include renters – not everyone wants to be a homeowner – especially folks with fixed incomes (disabled, elderly, young adults). When you promote homeownership only - you, by design, are promoting an elitist community. 2. I would not like to see anything on South 3rd Ave. that would attract people away from Historic Downtown. 3. Concept A would be my preferred choice. 4. Country Club could provide a nicer façade on Third Ave. Perhaps signage on the Third & L Street corner. 5. The overall update as presented on 6/21/03 is weak on developing an economic base to meet the Economic Development Strategy as adopted by the City Council on 3/4/03 6. There does not seem to be awareness that a strong local job base would reduce traffic problems in the future on 805 and 125 7. Jobs/Housing Balance – what does this mean? (a) Job opportunities that match the level of the people that now live in Chula Vista? OR (b) A job base where a significant percentage of people living in Chula Vista could also work in the city? The focus should be on moving from a “bedroom” community to a more balanced community. 8. A major increase in local jobs would reduce the need to use 805 and 125. It would also bring more revenue into the city. 9. Add landscaping in this area 				

SW- 2: WEST FAIRFIELD AREA

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Regional Commercial Development				
THIS CONCEPT ENVISIONS THE WEST FAIRFIELD AREA AS:				
❖ Freeway-oriented commercial with large retail users	5	6	13	1. Not a Home Depot, Wal-Mart type of structure
Write your Comments or Other Ideas below:				
<ol style="list-style-type: none"> 1. We should build on what progress is being made with the merchants located here. These businesses provide much needed job opportunities. 2. Around saltworks, non-polluting industrial as now or educational / research 				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept B: Mixed Use Commercial / Industrial / Residential THIS CONCEPT ENVISIONS THE WEST FAIRFIELD AREA AS A MIXED USE DEVELOPMENT INCLUDING:				
❖ Freeway-oriented commercial with large retail users	9	6	13	
❖ Light industrial	13	6	9	
❖ Low rise multi-family housing	7	6	11	
Write your Comments or Other Ideas below: 1. Should be well designed for viewscape from I-5 2. A Swiss Park could be used more extensively if multi-family housing is near. It could be used by Parks & Rec for classes, etc.				
Concept C: Employment Center THIS CONCEPT ENVISIONS THE WEST FAIRFIELD AREA AS:				
❖ A business park with low-rise light industrial and office uses	16	4	8	
Write your Comments or Other Ideas below: 1. Build on what is there now. 2. Continue what's there now. 3. Must keep the SD part of Saltworks as Historical & Environmental area – so do in symbiotic way with this area and NWR 4. I would like it to have a strong connection to the refuge – combo of concepts C&D 5. This idea fits in with the business in the area on Main Street and hopefully would inspire current business owners to improve the exterior of their businesses.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept D: Education Center				
THIS CONCEPT ENVISIONS THE WEST FAIRFIELD AREA AS:				
❖ An education campus (public or private), oriented toward the Palomar Street trolley station to the east and Wildlife Refuge to the west	22	3	4	1. #1 Choice 2. Sounds like a great place for a SUHSD high school to relieve overcrowding at CV and Castle Park High 3. A new public high school? Are there 50 acres? The west side needs another high school.
Write your Comments or Other Ideas below:				
1. Especially with international educational opportunities – from kindergarten through higher education				
OTHER IDEAS: (write-in)				
1. We need a new high school in this area. 2. The trolley line should be lowered from the north border of Chula Vista to the south border. 3. All major streets, E, H, J, Palomar, etc. should have wide park like overpasses similar to those in east San Diego over I-15. 4. I think the Bayfront could be a plus in this area and if improved could attract a nice education campus. 5. Please complete separated bikeway running through this area. 6. At the very least, the SD Golf Course needs to be a better neighbor and improve the appearance of the part near Third Ave and also on its south face. 7. What's the Fairfield area? 8. The saltworks should be added to the National Wildlife Refuge 9. This facility should include occupational or trade training, with the large number of people here from Mexico and the others who are not college bound, our educational system suffers from a severe lack of emphasis on helping those people who need practical training in a field that they can make a living at in one or two years or less. Plumbers, electricians, cabinet makers, construction work, auto mechanics, landscapers, nursing aides, computer work, childcare, clerking, retain, garment trades, the list is endless and there is the need for skilled people in these areas. Some of the people needing this training do not qualify for California's Community Colleges (e.g., no residency) and a school that teaches practical subjects like this is not currently available in this area. It is accessible with the trolley now and an excellent locale.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept A: Mixed Use Commercial/Residential THIS CONCEPT ENVISIONS THE PALOMAR STREET TROLLEY STATION "TRANSIT FOCUS AREA" AS A MIXED USE SHOPPING AND HOUSING AREA WITH:				
❖ Commuters living and shopping near public transit	26	1	2	1. Only inadequate ones, also schools, parking first!! 2. No residential without a new high school
❖ Low rise housing northwest of Palomar Street and Industrial Avenue	23	4	5	1. Mid- to high-rise 2. Village design
❖ Improved pedestrian movement to other areas	28	3	1	
❖ Pedestrian access to the new neighborhood park at Oxford Street	28	3	2	1. With environmental and design for safe and aesthetic mobility 2. Park is good
❖ Opportunities for trails and other public use within SDG&E right-of-way	28	5	2	
Write your Comments or Other Ideas below:				
1. I think any park near a trolley station is asking for a policing problem. 2. Traffic problems in this area need to be solved before anything else is added. 3. Need for greater ease of traffic movement; Park near Harborside. 4. Need to improve the vegetation & enjoyable aspects of nature and architectural theme of the whole SW area. 5. Wow! Now you're thinking. Right now, the auto traffic loop Palomar from I-5 to Broadway 6. All of the above ideas sound excellent especially residences near a trolley station as it would increase ridership. The park sounds good as the area appears inhospitable and it currently not any area for walkers. 7. This area needs to be kept clean and may benefit from well-maintained parks.				
OTHER IDEAS: (write-in)				
1. Rework Palomar from I-5 to Broadway so access to commercial businesses doesn't slow through traffic or impede pedestrians. Add landscaping to aid pedestrian traffic. Add median with palm trees, lanterns, etc. to give perspective view to autos and aid traffic directions.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

SW- 4: MAIN STREET CORRIDOR

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Light Industrial Corridor				
THIS CONCEPT ENVISIONS THE MAIN STREET CORRIDOR AS:				
❖ Small to medium size industrial businesses	24	6	1	
❖ Possible reconfiguration of lots on north side of Main Street to increase lot depths	15	10	4	For what purpose?
❖ Light industrial uses near existing resource mining (Nelson Sloan Property) along with possible community park	24	5	2	1. A park next to the mining company is not a good idea. 2. Only if does not impact existing businesses negatively
❖ Improved interface with Otay Valley Regional Park	29	5		
❖ "Transit-oriented development" near possible future transit stations at Third Avenue and Main Street and at Albany Avenue and Main Street	25	4		1. With secure parking for cars.
Write in your Comments or Other Ideas below:				
<ul style="list-style-type: none"> ❖ The sports complex needs a swimming pool. ❖ This area is depressed due to the presence of the mining company. When this co. moves I would like to see the rest of the businesses already located away from the entrance of the community park we're wanting there. ❖ Like the idea for "Red Car" faster transit. ❖ Access to the greenbelt along Otay River ❖ Traffic median with Palm trees, lanterns, rosemary, etc. ❖ Encourage agriculture to continue at 4th and Broadway ❖ Pay attention to the concerns of long time residents and business owners ❖ Good use of existing business in the area while making the area more conducive to business with ability to get workers there. 				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept B: Light Industrial with Commercial Corridor				
THIS CONCEPT ENVISIONS THE MAIN STREET CORRIDOR AS:				
1. Same concept as "A" except:				
❖ Small to medium size shops on north side of Main Street between Fourth Avenue and Albany Avenue	14	10	3	1. Existing uses are unique, which is good
Write in your Comments or Other Ideas below:				
1. We need more schools, less apartments. 2. Concentrate on Commercial corridor and hotel 3. Shops would encourage retail shoppers to this area – and possibly to greenbelt at Otay River 4. Outside storage should be allowed for businesses that require this, perhaps with landscaping or fence on Main Street				
OTHER IDEAS: (write-in)				
1. Affordable housing – needed but should be backed with services: schools, rec/park areas. 2. Buy out Fenton Cement Co. area and make into park with come commerce and hotel 3. Keep agricultural use and demo 4. Multi-family housing at corner of Main and Broadway needs parkland and schools and safe bike, walking and playing areas / corridors for residents.				

SW- 5: SOUTH BROADWAY CORRIDOR

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Automotive Commercial				
THIS CONCEPT ENVISIONS THE SOUTH BROADWAY CORRIDOR AS:				
❖ Local serving shops and automotive businesses (e.g. tire stores, auto repair, etc.)	16	10	6	1. Why automotive

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
❖ No housing along the south Broadway frontage	16	7	7	1. No housing 2. Preferable
<i>Write in your Comments or Other Ideas below:</i>				
1. There is currently no parks or recreation facilities so to introduce housing in this area before this is put in place would be a mistake. Also, the local schools are overcrowded so more people in this depressed area would only serve to degrade it more. 2. Open school play yards as parks during off-school hours. 3. There are no automotive here now, why concentrate them here. City is already allowing at Broadway and Main.				
<i>Concept B: Automotive Commercial w/Mixed Use Commercial/Residential</i>				
THIS CONCEPT ENVISIONS THE SOUTH BROADWAY CORRIDOR AS:				
❖ Primarily automotive businesses south of Palomar Street	15	9	8	1. Otay Valley for car dealers (new) (SW-6) 2. Why automotive 3. Mixed feelings.
❖ Mixed use shops and housing at strategic locations between L Street and Palomar Street	21	8	4	
❖ More shops for neighborhood residents	22	10	1	1. Unnecessary.
<i>Write in your Comments or Other Ideas below:</i>				
1. With housing density building between 3 rd Ave and Broadway in this area, green space becomes important, especially if it serves to bring the community together. 2. Historic Bird Ranch Quail Barn should become a focal point if it is part of this project. A unique and significant property				
<i>OTHER IDEAS: (write-in)</i>				
1. Curbing, transit, park area are important between Broadway and Third Ave corridors. Vision 2020 map shows action along Broadway and along 3 rd , but nothing to connect the huge space that runs parallel between them. 2. It is unfortunate that there is no room in Chula Vista's development plans to keep some areas rural or semi-rural. Planning to keep some of this is not an option and it should be.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

SW- 6: MAIN STREET AREA EAST OF I-805

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Commercial THIS CONCEPT ENVISIONS LAND USES ON THE SOUTH SIDE OF MAIN STREET EAST OF I-805 AND WEST OF THE EXISTING AUTO PARK AS:				
❖ Shopping	12	9	4	1. Don't like. We have lots of shopping centers and plazas.
❖ Possible mixed use center with shopping and offices near future transit station	22	5		
Write in your Comments or Other Ideas below:				
1. Some PUD's for families to purchase. 2. Restaurants, tie-ins for Coors' Amphitheatre and Water Park. Shopping similar to what exists around Universal & Disneyland, whatever that "Walk" is called 3. Continued expansion of auto park 4. Since a transit station will be there, add multi level housing or hotels. 5. Sounds reasonable, especially if Coors Amphitheater just up the road.				
OTHER IDEAS: (write-in)				
1. Overall – I strongly endorse/support commercial development – however, it should be incremental with a focus on ridding ourselves from the proliferation of strip malls. These strip malls are an eyesore and are not a "magnet" for better retail shopping. I do all my personal (clothing, furniture, garden improvement) shopping in Mission Valley, Hillcrest and the Golden Triangle areas, and I'm not the only Chula Vista resident doing this! 2. Restaurant Row north of Main Street at Heritage 3. SW Chula Vista – need more parkland – area is deficient especially if housing diversity is increased – needs to be addressed 4. No housing on hills to north. 5. Larger buffer zone (more than 1,000 ft) between auto park and other uses and OVRP 6. Change the street/road name back from the ugly "Auto Park Drive" to the attractive "Otay Valley Road" – evocative of local geography. Car buyers don't have trouble figuring out where the dealerships are.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

OR- 1: VILLAGE TWO – WEST AND SUNBOW BUSINESS PARK

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Single-family Residential THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ Single-family housing with open space slopes up to landfill and Olympic Parkway	7	8	13	1. With large open spaces 2. No housing near landfill
❖ Housing adjacent to “Sunbow Business Park” site	5	11	12	1. As long as housing is a long way from the landfill 2. This seems like an area for apartments
Write in your Comments or Other Ideas below:				
1. I’m anti-more housing until infrastructure can comfortably handle it. 2. I don’t think we need any more residential in this area. 3. I don’t think property owners would care to butt up against a landfill. 4. We should be a City Utility District and buy into the electric generating plant (cogeneration from Otay Landfill). 5. No housing next to landfill.				
Concept B: Single-family Residential/Business Park THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ Business park within 1,000-foot buffer adjacent to landfill	16	6	2	1. Allow lot storage for RV / boats and small parcels for small business ownership
❖ Single-family housing outside the buffer, separated from business park by street	14	6	5	1. Apartments 2. No residential
❖ Business park on Sunbow site	11	11	3	1. Allow lot storage for RV / boats and small parcels for small business ownership
Write in your Comments or Other Ideas below:				
1. Health & Safety is a concern on the issue of 1000 ft. buffer. More study should be made. 2. Insuring a very good industrial buffer would provide excellent separation 3. Encourage use of transit in this “spread out” area by offering express busses at peak commuter times.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept C: Business Park				
THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ Business park on entire Otay Ranch site	12	5	12	
❖ Business park on Sunbow site	12	7	10	
Write in your Comments or Other Ideas below:				
1. Don't think this is feasible 2. #1 choice if good quality jobs could be provided for existing residents of CV 3. I believe it is better to keep houses away from a landfill.				
OTHER IDEAS: (write-in)				
1. Parkland on/near landfill – consider 2. Add express busses to trolley along Palomar Street west of I-805 during commuter times 3. Near landfill – industrial, mining, landfill recycling, making things out of recycled materials.				

OR-2: VILLAGE TWO – CENTRAL PORTION

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Higher Intensity Village Center				
THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ A “village center” with mid-rise multi-family housing over ground floor shops and businesses	7	7	8	1. Require developer to sell retail space like condos so residents may own commercial property 2. How much demand is there for this kind of living space?
❖ Multi-family housing in low-rise buildings (primarily apartments and town homes)	6	8	9	1. Have more of a balance between single-family, apts. and townhouses – use space better by building more townhouses.
❖ Adjoining single-family neighborhoods are mainly smaller lot, detached housing	5	9	7	

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
❖ Change in land use from industrial to single family residential within landfill buffer area	8	8	8	
<i>Write in your Comments or Other Ideas below:</i>				
1. Owners of single-family homes would be trapped at the canyons and have nowhere to exit except through high-density area. 2. Residential is not appropriate near landfill. Industry related to recycling, mining, landfill, etc. is only appropriate use. 3. Nice for area near high school that is planned				
<i>Concept B: Lower Intensity Village Center</i>				
THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ A "village center" with low-rise multi-family housing over ground floor shops and businesses	18	5	4	1. Residential should not be near the landfill.
❖ Multi-family housing is less intensive than Concept A	18	5	4	1. Build more of a variety of housing in each neighborhood. Build more attractive houses that more people can afford
❖ Single-family neighborhoods have a mix of smaller and larger lot detached housing	14	8	5	
❖ Change in land use from industrial to single family residential within landfill buffer area	11	6	10	1. Use landfill buffer area for industrial use
<i>Write in your Comments or Other Ideas below:</i>				
1. I like the row home concepts. 2. This would afford a gathering place for all residents with fewer traffic problems; be sure landfill buffer area has trees or similar buffer between houses and landfill, perhaps a park area.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept C: All Single-Family Neighborhoods				
THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ No “village center.” Maintain current existing plan of smaller to larger lot single-family detached housing.	9		18	1. People seem to prefer detached homes. 2. The vast majority of this section should be country-style living due to the topography and the character the entire “east side” of the city has taken.
❖ Change in land use from industrial to single-family residential within landfill buffer area	9	1	14	1. No sprawl. 2. Don’t build all single-family detached houses – build more housing that people can afford and mix it throughout each neighborhood.
Write in your Comments or Other Ideas below:				
1. With row concepts included 2. Otay residents could benefit from a village center for services they must now travel a distance in autos to acquire				
OTHER IDEAS: (write-in)				
1. Low density. 2. Need to build up not out				

OR-3: VILLAGE TWO – TOWN CENTER

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Town Center				
THIS CONCEPT FOR VILLAGE TWO INCLUDES:				
❖ Development oriented to possible future transit station	23	4	1	
❖ A supermarket anchors the shops and businesses in the proposed “town center”	24	3	1	1. Away from landfill

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
❖ Four-story mid-rise buildings in the town center have mixed use office and multi-family units over ground floor shops and businesses	18	6	5	
❖ Park and Ride lot at transit station	26	4	1	1. Push Green Car service to transit station
❖ Multi-family housing outside the mixed use complex would be low- to mid-rise buildings	21	5	3	1. Add this to OR-4
❖ OR-2 and OR-3 areas are connected by a "Main Street"	21	7		
❖ "Green car" shuttle transit service may be included within Village Two	25	3	2	1. Great idea! 2. At no draw to city or high taxes to support
<i>Write in your Comments or Other Ideas below:</i>				
1. Why not high-rise? 2. The supermarkets and retail businesses should be in OR-1. The high school will provide too much traffic and the Bonita Point Shopping Village / Bonita Vista High marriage proves this. 3. A hotel on the south part of this section would be good to serve the folks that compete in the adjacent park. 4. Sound thought in this concept. 5. Add density to support transit facilities 6. The large park needs to be here not in OR-4 where the density is lower and houses are larger and pricier 7. "Densification" is only acceptable if less land is used – the remaining land should be open space and/or parks.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
OTHER IDEAS: (write-in)				
1. Chula Vista is a bargain - with high-rise development comparable to what we see in La Jolla, "high gloss" firms could be attracted, contributing to the tax base and boosting property values. Don't keep Chula Vista a dumpy little suburb – Go for the Glitz!				

OR- 4: VILLAGE FOUR

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Community Park with Sports Facilities				
THIS CONCEPT FOR VILLAGE FOUR PROVIDES:				
❖ One large centrally-located community park with sports facilities to serve several Otay Ranch villages	26	4	4	1. Each area needs a park, albeit not as large
❖ Facilities within the park balance the needs of the general public with those of sports leagues and other organized groups	27	3	3	
Write in your Comments or Other Ideas below:				
1. Please allow the general public to use all facilities for an entrance fee of course. 2. Softball fields organized in the fashion to support large-scale tournaments would be a huge benefit to the city. 3. Parks much needed, especially for sports. Pool greatly needed with the growing population. 4. Community Park should be located in the Marina district between J & H Streets. 5. Possible partnership with Olympic Village to sports needed by both parties – i.e. Olympic-size swimming pool (indoor?) 6. Touch Down!! 7. Work out public / private partnership with Health and Exercise Science Dept. at Southwestern College 8. SWC is just starting Senior Fitness and Physical Fitness Certificate programs. Some of these classes' interns could be at this site. 9. If this park is implemented open shuttle must extend to the park from OR-2, OR-1 and OR-3 10. Park is needed instead of grass and thirsty plants – conserve water and help native animals; plant native plants and use native grasses 11. I prefer the ideas under OR-3 concept A to be in the OR-4 area because it is centrally located in the circle of OR villages making it convenient to more residents.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
OTHER IDEAS: (write-in)				
1. If this was designated open space it should stay open space, parks and sports facilities are development. No development in open space.				

OR-5: BIRD RANCH AREA

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Mixed Use Development				
THIS CONCEPT FOR THE BIRD RANCH AREA INCLUDES:				
❖ Visitor serving commercial mixed use project with a hotel, retail and office uses	15	5	10	1. Intrudes on the Greenbelt. 2. If it can be supported and will not bring crime such as prostitution
❖ Low-rise multi-family housing	11	8	13	1. Intrudes on the Greenbelt.
Write in your Comments or Other Ideas below:				
1. Housing should be off to the north. 2. Stay out of the Otay Valley 3. 10 acres for active recreation 4. I think a mixture of Concepts A & B with additional RV parking included. 5. Minimal commercial 6. Put hotels and retail at Main Street and I-805 instead to keep the outdoorsy feel of this area. 7. This should be open space – NO DEVELOPMENT in open space. 8. Appropriate for being near amphitheater and water park – visitors				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept B: Commercial Recreation THIS CONCEPT FOR THE BIRD RANCH AREA INCLUDES:				
❖ Commercial recreation development of entire site, including uses such as	6	2	8	1. Please preserve the Greenbelt
➤ Golf Course	12	6	11	1. Public access 2. Public access. 3. Not economically good nowadays 4. Already have so many
➤ Soccer Fields	19	3	8	1. Public access 2. Public access. 3. Mixed use fields
➤ Whitewater park for kayaking	17	4	12	1. Public access. 2. This would be a great resource. 3. Public access 4. If sustainable
➤ Other similar commercial recreation uses	18	3	10	1. Public swimming pools are needed.
Write in your Comments or Other Ideas below:				
1. Water? From where? 2. The tourists should be funneled here and kind of coddled. Keep them there. Public Art & Cultural amenities should be here – not on Third Avenue. 3. Stay out of the Otay Valley. 4. All these are expensive to operate and maintain. 5. I think this is a good vacation spot opportunity and would complement Bayfront 6. This city needs more recreation facilities – even passive parks, concert/picnic areas would be nice. 7. This is the only viable site in the Greenbelt 8. Combine recreation with affordable housing or senior housing around a golf course 9. If regional tech park could be brought to Village 8, I'd opt for Concept B as #1 choice 10. This fits with commercial recreation, i.e. water park, Coors Amphitheater 11. All of these use too much water – is too close to OVRP 12. This should be open space for OVRP, native plants ONLY. If recreational – some kind of contained use, no run-off of chemicals, etc.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
OTHER IDEAS: (write-in)				
Concept C: Business Park THIS CONCEPT FOR THE BIRD RANCH AREA INCLUDES:				
❖ Office and light industrial uses in a business park setting	12	3	17	
❖ No polluting/heavy industry	17	2	15	
❖ No industrial use that requires large amounts of water	16	5	14	1. As long as there is enough water
Write in your Comments or Other Ideas below:				
1. No infringement on MSCP! 2. Stay out of the Otay Valley. 3. Save the Greenbelt 4. Hotel & recreation only, super hotel complete with ballroom 5. Jobs should preferably be quality jobs for local residents. 6. There are better places for this 7. Should be open space				
OTHER IDEAS: (write-in)				
1. Where is Bird Ranch area? 2. Use area in OR-6 near OR-4 as park and/or commercial recreation area of the OR area because in a central location and also convenient to the shopping. I suggested in OR-4. Parents could walk over to shop or do errands while their kids take part in activities.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

OR-6: VILLAGE EIGHT

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Higher Intensity Village Center THIS CONCEPT FOR VILLAGE EIGHT INCLUDES:				
❖ A "Village Center" served by a possible future transit station and including:	16	4	2	1. Like UTC but more pedestrian-friendly, or have its own mono-rail system: Progressive and Unique
➤ Supermarket as an anchor	18	4	3	
➤ Office and multi-family housing over ground floor shopping	15	6	3	1. Unsure about this
❖ Mid-rise buildings for multi-family housing next to the village center or within ¼ mile of the transit station	11	4	7	1. Low density. 2. Freeway access might cause law enforcement problems
❖ Low-rise buildings for multi-family housing beyond ¼ mile of the transit station	12	6	4	
Write in your Comments or Other Ideas below:				
1. A university would tend to like this concept surrounding them. 2. Housing, Housing & more Housing !! High density needs to be by the freeway, not in the heart of the community. 3. Continue "Village Center" with Regional Technology Park. 4. Good creation of new nerve center to the south. 5. Office & retail should be condominiumized to allow residents to invest and work in the community they live 6. Prefer Regional Technology Park 7. Cluster the same # of residences in less space to leave more open space, keep homes off hilltops.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept B: Lower Intensity Village Center THIS CONCEPT FOR VILLAGE EIGHT INCLUDES:				
❖ A "Village Center" with same uses as Concept A	15	3	5	
❖ Low-rise buildings for multi-family housing next to the village center or within ¼ mile of the transit station	9	7	7	
❖ A mix of smaller lot and larger lot single-family detached housing in neighborhoods outside the village center	9	8	6	
Write in your Comments or Other Ideas below: 1. Our streets and schools cannot support high-density residences. 2. This sounds lame. 3. Prefer Regional Technology Park 4. Cluster the same # of residences in less space to leave more open space, keep homes off hilltops.				
Concept C: Regional Technology Park (RTP) THIS CONCEPT FOR VILLAGE EIGHT INCLUDES:				
❖ Regional Technology Park employment center, served by transit with limited supporting retail uses	24	6	4	1. Focus on this first, ancillary bus & housing for university and RTP, personnel only or mainly
❖ A variation of this concept is a smaller Regional Technology Park along with a mixed use complex of businesses and housing that fits well with the RTP	21	4	8	

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Write in your Comments or Other Ideas below:				
<ol style="list-style-type: none"> 1. I'm not convinced that we need a Technology Park. 2. This would be good once the University has a buyer. 3. Please consider this area because it's closer to University and SR125. 4. Biotech & Envirotech and high Cybertech mainly; Biotech manufacturing provides more sustainable and local jobs. 5. I like the concept of the RTP – how about in business park in Village 2 6. #1 choice if quality companies and jobs could be brought to keep Chula Vistans working in CV. Would be great in concert with a university 				
OTHER IDEAS: (write-in)				

OR-7: VILLAGE NINE

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Higher Intensity Town Center				
THIS CONCEPT FOR VILLAGE NINE ENVISIONS A "TOWN CENTER," ORIENTED TOWARD A POSSIBLE FUTURE TRANSIT STATION, WHICH INCLUDES:				
❖ A significant office complex next to SR-125, along with mixed use office and multi-family housing over ground floor businesses, oriented to the transit station	16	2	5	1. This should be the new Downtown
❖ A supermarket	15	4	5	1. Market needed here
❖ Mid-rise multi-family housing in the rest of the village, except for single-family housing next to Otay River Valley	15	3	3	<ol style="list-style-type: none"> 1. University Town feel. 2. Loft-style housing 3. Unclear on this.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Write in your Comments or Other Ideas below:				
1. High-density housing will be needed if the university becomes a reality.				
Concept B: Lower Intensity Town Center and University Site				
THIS CONCEPT FOR VILLAGE 9 ENVISIONS A "TOWN CENTER," ORIENTED TOWARD A POSSIBLE FUTURE TRANSIT STATION, WHICH INCLUDES:				
❖ An office complex adjacent to SR-125, with same features as Concept A	13	5	6	1. This sounds like old – school 1-story business parks.
❖ A supermarket and mid-rise housing	12	5	6	1. A market is needed here
❖ The southern portion of the area would remain designated as a "university site"	19	4	3	1. No infringement on university land. 2. Well we can hope.
Write in your Comments or Other Ideas below:				
1. #2 choice – don't see much difference with Concept A. prefer lower intensity				
Concept C: University and Regional Technology Park				
THIS CONCEPT FOR VILLAGE 9 INCLUDES:				
❖ The southern portion of the area designated as a "university site"	27	5		1. Yes, yes
❖ A Regional Technology Park located between the University and Eastern Urban Center (the RTP is high quality and high image business park)	25	6	2	1. Yes 2. Aiming high, but a laudable goal.
Write in your Comments or Other Ideas below:				
1. No infringement on university land! 2. Making this region a high-tech / university area is a good complement to Option 'A' in OR-6 3. Best option 4. All are as university 5. #1 choice 6. University would need affordable housing and amenities and transit				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS
OTHER IDEAS: (write-in)				
<ol style="list-style-type: none"> 1. Any land designated for use as a University should NEVER be released to developers. A University <u>will</u> come someday. Chula Vista must be patient and hold onto the land for it. 2. I think that in looking towards a good mix (proximity) of each of the to southern parts of Chula Vista 3. Mix of amenities within OR-7 is also feasible in support of a university population 4. Need developers to be required to sell 50% of the commercial/retail property to business owners. Don't let the developer control the market rental rates for all retail commercial property east of 805 5. Need land for outside storage for RV/boat storage that is prohibited in newer developments CC&R's. We also need contractor rental yards east of 805. 6. Allow mineral extraction to continue in the Otay River Valley in exchange for cleaning up past mining work and revegetating the river with native plants after removing the non-natives. 7. Allow variances for hillside review if project does not impact the preserve areas. 				

NW-1: DOWNTOWN DISTRICT

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: South County Commerce Center – Regional Business and Office Center				
THIS CONCEPT ENVISIONS THE DOWNTOWN DISTRICT AS:				
❖ Regional center for corporate offices, civic facilities, and other offices	15	3	15	<ol style="list-style-type: none"> 1. Discourages heritage tourism 2. Keep corporate offices away from low-rise shops only near H Street 3. Don't put these in the "cute" downtown area that has a small-town, intimate feel; put these further south or west in an area that needs some redevelopment.
❖ Mid-rise and high-rise offices with support shops	14	3	17	<ol style="list-style-type: none"> 1. Mid-rise. 2. Jobs in area increase identity with city center to East CV and San Diego
❖ Urban type (mid-rise to high-rise) housing near offices	9	3	25	<ol style="list-style-type: none"> 1. I am opposed to high-rise.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
❖ Cultural and Performing Arts District	28	4	5	1. Multi-storied also 2. Add historic district, museum and public art. 3. Good idea but not with this MIS 4. Historic District 5. And Historical Heritage 6. If no draw on City and it's sustainable 7. A good place for it
<i>Write in your Comments or Other Ideas below:</i>				
1. I hope they can keep the character of Third Avenue E to H. 2. I support the concept of the City, Redevelopment Agency and Sweetwater District working together to redevelop downtown and improve the district's administrative offices. 3. Will not support any high-rise designs anywhere. 4. I'd like to see this area as high-rise and "urban" as possible – offices of regional significance and high-end condos for young urban professionals. I live nearby and this would boost the value of my property. 5. No more monster buildings like the one at 3 rd & H: not in character! 6. The emphasis for downtown should be an entertainment, shopping district. 7. This is our history and heritage, so why would we destroy it? 8. Entryway to Fourth Avenue 9. Preferably Performing Arts & Cultural Center on Bayfront along with park, hotel, mid & high-rise. 10. This will result in San Diego downtown look – bad 11. Historical buildings and unique character to be retained 12. Use abandoned theater complex on Third Ave for cultural and performing arts center 13. More housing in this area will impact the existing neighborhoods. Second Ave. is already being used by people avoiding traffic on Third.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
Concept B: South County Commerce Center – Regional Retail and Entertainment Center THIS CONCEPT ENVISIONS THE DOWNTOWN DISTRICT AS:				
❖ Regional shopping and entertainment district, with possible department store anchors located on Third Avenue between E and G Streets	21	5	12	1. Not necessary with Chula Vista Mall nearby, upgrade anchors at Chula Vista Mall. 2. No department store, more entertainment district. 3. Use existing buildings 4. No department stores on 3 rd – already in nearby shopping center 5. Trader Joe's 6. No department stores 7. Good Luck. 8. If no draw to the city and is sustainable 9. Keep major outlets at C.V. Center 10. Not a department store like those in nearby malls, but large specialty stores such as Borders, Cost Plus, Trader Joe's, etc. 11. Needed to improve identity to NW CV to Eastern residents.
❖ New low-rise and mid-rise housing	22	7	11	1. Not beyond what is already there – keep the small-worn feel 2. New low-rise housing is good as long as there isn't a huge significant increase in population in the area.
❖ Mid-rise office buildings near civic uses	20	10	7	
❖ Mixed use commercial and housing with shops/restaurants on ground floor, offices or housing on second and third floors	28	6	4	1. Maybe

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral -= dislike)	+	0	-	AREA FOR YOUR COMMENTS
❖ Cultural and Performing Arts District	36	3	2	1. Emphasize entertainment 2. Add Historic 3. Add Historical heritage 4. Try to develop the movie theater site into performing / classroom space – a center for performing arts.
<i>Write in your Comments or Other Ideas below:</i>				
1. The 54 Gateway is a must. Go for it! 2. More small businesses. Cultural, Performing arts businesses, restaurants. 3. Seek grants to support “Mom & Pop” business improvements 4. High-rise housing on H & E Street corridors – preserve the “feel” of Downtown 5. Attract specialty stores, like Trader Joe’s and Borders Books. 6. Still not a good idea. 7. Mid-rise is better than high-rise. Let’s keep our clear views. Washington DC has done well keeping lower than 6 floors – also, higher than 6 floors is more difficult for fire fighters. 8. Maintain the “Chula Vista” look and add Gaslamp façade				
9. Mid-rise is better than high-rise. Let’s keep our clear views. Washington DC has done well keeping lower than 6 floors – also, higher than 6 floors is more difficult for fire fighters. 10. Maintain the “Chula Vista” look and add Gaslamp façade 11. Connections to Memorial Park, Norman Park, landscaped corridor along F Street, connection to Library and Civic Center and Parkway Recreation Complex 12. I like the idea of arts, low cost lofts or art studios could have a beneficial effect on downtown area 13. Library Park – form a conservatorship or some kind of private/public partnership that would hold an interest-bearing account – the interest being used to maintain the library park. 14. Remove parking meters to encourage patronage of this area. 15. A brew pub / restaurant with music performance space would be a good attraction				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept C: Traditional Town Center				
THIS CONCEPT ENVISIONS THE DOWNTOWN DISTRICT AS:				
❖ Locally oriented "Downtown" tied to Third Avenue's traditional character and function	28	2	9	1. Keep 2 nd Avenue and area as historical and unique district.
❖ Mainly local shops serving the surrounding neighborhoods rather than the region	22	6	10	1. These shops could reach out to surrounding areas 1. Trader Joe's type store to draw outside users to the area. 2. No, let's get some stores such as Borders to draw people from all over South Bay and provide stores we now lack
❖ Surrounding housing is mainly in low-rise buildings	22	4	12	
❖ Mixed use ground floor businesses on Third Avenue, with some office or housing on the second or third floors	29	5	5	1. Would prefer to retain as many present buildings as possible 2. Only for existing buildings 3. High-rise buildings 4. Keep the local feeling – but provide enough shopping, dining and events for it to be ALL C.V's downtown.
❖ In limited specific locations, mid-rise buildings with office and housing	20	9	10	1. Maybe at north end (E & 3 rd .) and south end (H & 3 rd) 2. Maybe an office building like the one on 3 rd & H at the other end of downtown, 3 rd . & E – but that's all or the small town feel will be lost.
❖ Cultural and Performing Arts District	34	2	4	1. Historic also. 2. Historic also 3. Use existing
Write in your Comments or Other Ideas below:				
1. This is more in keeping with traditional Third Avenue 2. I like the idea of a restaurant row downtown perhaps with a Spanish theme. Cal-Mex upscale like Olivera Street in Los Angeles. IMAX theater – botanical garden, lots of 3 story parking facilities. Plant jacaranda trees everywhere possible. (Beautification) May – June – July = Jacaranda Festival. Chula Vista could be known for its beautiful blue jacarandas. 3. Concept C sounds the best.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<ol style="list-style-type: none"> 1. Rents are too high to let small businesses into this area right now. 2. Subsidies and incentives need to be offered by the city to let companies now based in homes get to the next level 3. It is very important to help preserve CV's heritage by promoting an "old town" atmosphere, which works very well in many communities. 4. Does not allow for growth in interest 5. More buy-in to the historical character of other areas of Chula Vista also 6. I'd like to see downtown maintain its character, maybe become like the Gaslamp and be a regional attraction. Downtown businesses have always struggled to be prosperous. Need to do something more than just draw neighborhood business. Maybe a theme should also be considered, kind of like Seaport Village (nautical); Leavenworth, Washington (Bavarian village); Winthrop, Washington (old west); Little Italy, China Towns, Solvang, Madera, North Dakota – maybe downtown could adopt a Pueblo Village or an Old Mexico or Old Mexican Fishing Village. There could still be a variety of shops. The theme would be a regional curiosity and become a destination. Adding some nice restaurants, entertainment, etc. would increase this. 7. Keep character of local shops by getting a "focus" i.e., antiques, restaurants. This area needs to be different from other mixed-use areas in the city because it is the historical heart. 8. Keep the library park green and intact, add an entrance to park from Northern wall of library 9. No new residential without a new high school in the west side. 10. Downtown Third Ave. is very nice as it is – the Farmers' Market is a great attraction – but the downtown could use more good shopping and entertainment options. Providing something that is now lacking and desired, such as a Borders, would definitely bring people in from all over CV to patronize and appreciate the area. But if you want people to walk, shop and dine in downtown CV, the parking meters have got to go. 11. Should keep the area with its original character. Need to attract successful business to the shopping center and to the old movie house area. Put a cultural center in the old theater. 				
OTHER IDEAS: (write-in)				
<ol style="list-style-type: none"> 1. We need to have a full-time person who is a professional translator and have all our materials in Spanish and Japanese also (online too); after all we are a border community and do Pacific Rim international business. 2. Gateway on 4th Avenue improve attractiveness of stores in area. 3. A "Trader Joe" to really give the area some oomph, even if the City has to subsidize for a while. 4. Clean up the NW border with National City, Chula Vista south of 54, National City north. Make 4th and 3rd Ave. extensions Gateways to Historic Chula Vista. 5. Entertainment District NW-1 6. NE-7 Find ingress/egress solution so this area can be used. 				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<ol style="list-style-type: none"> 1. Traditional Town Center would give a new focus for area residents. 2. Cultural / performing Arts district definitely needed. 3. Add museums, public art and historic district 4. No department stores on 3rd Ave between E & G Sts 5. Add Heritage Park element to Memorial Park 				

NW- 2: “E” STREET CORRIDOR (I-5 TO BROADWAY)

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Mixed Use at Transit Station with Visitor-Oriented Commercial Corridor THIS CONCEPT ENVISIONS “E” STREET CORRIDOR AS:				
❖ Primarily a visitor-serving commercial (e.g., hotels and restaurants) corridor supporting Bayfront and visitors	31	2	7	<ol style="list-style-type: none"> 1. Close the power plant and take down the power transmission lines. Make them underground. 2. This should be mixed with Concept B 3. Bad, encourages strip development
❖ No new housing along “E” Street, west of Broadway	25	6	11	<ol style="list-style-type: none"> 1. No housing in Mid-Bayfront. 2. Maybe mid- to low-rise row houses? 3. Why not housing
❖ A corridor linking the Bayfront to the rest of the city and Downtown	35	3	3	<ol style="list-style-type: none"> 1. Will happen no matter what.
❖ “E” Street Transit Station:				
➤ An area where residents/commuters can live and shop near public transit	27	1	8	<ol style="list-style-type: none"> 1. Between Broadway and I-5, not west of I-5

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:	
➤ Retail on ground floor with housing above	25		5	7	1. Is there a demand for such housing?
➤ Mid-rise buildings within ¼ mile radius of the trolley station	20		5	11	1. High-rise also 2. As long as critical views to Bay aren't blocked. 3. Prefer low-rise so you can still get a sense of proximity to the Bay 1. East of I-5 only, keep development west of I-5 to enhance Nature Center and public access to Bayfront
<i>Write in your Comments or Other Ideas below:</i>					
1. Why not expand existing H Street transit. 2. This is a prime area to develop more high-density housing close to all transportation and jobs created by visitor-serving businesses. 3. I would like the restaurants to be appealing to residents too. Hotels with banquet facilities accessible to residents. 4. Do not allow density on Bayfront either for housing or hotels – it would block public access to Bay. 5. No housing built on Bayfront property – there is plenty of land elsewhere in CV					
<i>Concept B: Mixed Use at Transit Station with Neighborhood Oriented Commercial Corridor</i>					
THIS CONCEPT ENVISIONS “E” STREET CORRIDOR AS:					
❖ Primarily convenience shopping for local residents and commuters	14		8	7	1. Should be a mix with Concept A 2. Yes?? 3. Prefer A 4. That's what's here now and its not working
❖ “E” Street Transit Station:					
➤ An area where residents /commuters can live and shop near public transit	26		2	4	1. OK if not in Bayfront 2. A smart, convenient, economic and reduce drive idea
➤ Retail on the ground floor, with housing above	22		3	5	

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
➤ Mid-rise buildings within ¼ mile radius of the trolley station	20	5	11	1. Low-rise 2. Keep housing east of I-5
<i>Write in your Comments or Other Ideas below:</i>				
1. How is Concept B substantively different from Concept A except for the first item? 2. Need school and park availability, plus major hotel with conference center. 3. No new housing without a new high school.				
<i>OTHER IDEAS: (write-in)</i>				
1. This would be a great gateway into our “landmark” park at the Bayfront. 2. Too much traffic here as it is 3. Gateway to the City should be here like a portal 4. Welcoming atmosphere 5. Transit station should serve and attract both visitors and residents/commuters. 6. This is a prime area to develop more high-density housing close to all transportation and jobs created by visitor-serving businesses. 7. Particular to the east of I-5. 8. There is a need to redevelop areas east of trolley area. 9. Slow down Pacifica project – speed up Port Commission plans for Bayfront. 10. Enhance Nature Center by purchasing land next to it and establishing biking/walking tours/destination with village atmosphere. 11. Since parks and green space is at a premium – allow residents to use school playgrounds and green space at off hours. 12. Encourage churches to open their parking lots and playgrounds for neighborhood use by easing insurance liability if they are willing to do so. This can be added “park” space, since neighborhood youth already avail themselves of such places. 13. There is nothing wrong with this neighborhood as it is, except for better street maintenance				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

NW-3: “H” STREET CORRIDOR (I-5 TO 3RD AVENUE)

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Retail and Office Commercial Corridor				
THIS CONCEPT ENVISIONS “H” STREET AS:				
❖ A major auto-oriented employment and shopping district along the entire corridor	11	6	17	1. Not auto 2. Just be sure transit is beefed up, too. This is the place for it.
❖ Mid-rise and limited high-rise office buildings along the entire corridor	15	6	11	1. Concerned about how narrow H Street currently feels with high rises it could feel claustrophobic, design is key. 2. Prefer low-rise nearest I-5 to enhance sense of proximity to Bay
❖ Regional shopping destination at Chula Vista Shopping Center	28	2	4	1. Upgrade anchors, e.g. Nordstroms, Macy's. 2. Upgrade the quality of stores, i.e., Nordstroms Rack or Nordstroms. 3. Already there 4. It's already here, just get a better mix of shops
Write in your Comments or Other Ideas below:				
1. Please include bike lanes along corridors.				
Concept B: Mixed Use Corridor with Town Center				
THIS CONCEPT ENVISIONS “H” STREET AS:				
❖ A major employment and shopping district with mid-and high-rise buildings focused at key locations closest to existing and future transit stations	23	3	7	1. No new residential without a new high school
❖ Highest intensity development focused at 3 rd and “H” Street, with intensity reduced to mid- and low-rise toward the west, except at “H” Street/I-5 Trolley Station Transit Focus Area	15	5	14	1. Not sure, would need more info. 2. This is a busy area; it might as well be mid-high-rise the entire distance. 3. Not in character with traditional CV. I support the historic preservation and building styles that would enhance these areas.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
❖ Redevelopment of Chula Vista Shopping Center site to a major mixed use complex including office, commercial, housing and civic uses	17	3	16	1. Already done 2. Leave as it 3. Develop where it already is and maintain 3 rd Ave as a historical heritage area 4. Leave as mall 5. Why? It's nice as it is. Maybe build housing, etc. on adjacent blocks, but leave the center as it is.
❖ "H" Street/I-5 Transit Focus Area is:				
➤ An area where residents/commuters can live and shop near public transit	24	4	5	1. This is where I'd put the ¼ mile radius housing
➤ Predominately low- and mid-rise, mixed use development with shops on the ground floor and housing above	21	6	6	
Write in your Comments or Other Ideas below:				
1. H Street is a major link east and I don't think you can change the flow mix. You have 2 other street options east – E and L streets 2. To the east is ugly (I-5) 3. There's already few single-family homes in this area, none of historical significance, so this seems like where the density could easily be added				
OTHER IDEAS: (write-in)				
1. Saturday's workshop was inadequate as a means of informing the public. It was impossible to be informed about all areas of the City as informational sessions were held simultaneously. This "feedback form" is written in a manner to influence opinion. The Planning Dept. is not truly desirous of public comment. This is their "CYA" so they can say they had public input. 2. Increase auto friendliness / decrease housing. 3. High-rise housing on H Street corridor. 4. Limit high-rise to avoid 3 rd Ave at H Street 5. Fix up L Street corridor from I-5 to Broadway, offices / mid-rise multi-use 6. What about the residents – low-income section-8 apartments along H Street area, where are they going? 7. While redevelopment takes place where is the overflow of traffic – accessways going, how will residents be able to get to I-5? What will be the impact on other streets? 8. Helping people move around the city is an excellent idea, so people don't constantly have to get in and out of cars for each errand. The idea of parking once and then moving around the community easily and traversing the whole area for people of all mobility issues.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

NW- 4: NORTH BROADWAY CORRIDOR

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Visitor-Oriented Commercial (Old Highway 101 Theme)				
THIS CONCEPT ENVISIONS NORTH BROADWAY AS:				
❖ Low-intensity visitor-serving (e.g., motels and restaurants) and general commercial corridor	28	5		1. This assumes that there is a reason to stop in CV. Crime and Burglary must be kept out
❖ Emphasis on visitor-serving businesses to support "Old Highway 101" theme, particularly between "E" and "H" Streets	29	6	1	1. Historic. 2. Should continue south 3. Good spot for Hotel/Motel/Restaurants
❖ General commercial with possible mixed use housing and businesses south of "H" Street	21	6	3	1. Could be attractively mixed to serve all - visitors and citizens
❖ Multi-family housing and neighborhood serving convenience shopping north of "E" Street	18	6	6	1. Unsure
Write in your Comments or Other Ideas below:				
1. Where are kids living here going to go to school??? 2. Nice complement into Bayfront plans. 3. This should be combined with Concept B mixed use commercial, between E and Orange 4. Since Broadway can't be seen from I-5, Broadway would be a destination or you'd have to draw them from I-5 for travelers in transit, otherwise it would have to be a destination. 5. Let's preserve and enhance what's left of Old 101.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS
COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept B: Automotive-Oriented Commercial with Mixed Use Commercial Housing				
THIS CONCEPT ENVISIONS NORTH BROADWAY AS:				
❖ Primarily automotive-oriented businesses between "E" and "H" Streets	6	8	18	1. Move to Main Street 2. Probably not best use 3. Move these to South Broadway (below L Street)
❖ Opportunities for mixed use commercial housing south of "H" Street	14	8	8	1. These could be part of General Commercial
❖ Multi-family housing and neighborhood serving convenience shopping north of "E" Street	14	6	8	1. Clean up Broadway, less auto and tire shops
Write in your Comments or Other Ideas below:				
1. Please include bike lanes. 2. This should be combined with Concept A Visitor oriented Commercial, between E and Orange				
OTHER IDEAS: (write-in)				

NW-5: RESIDENTIAL AREAS WEST OF BROADWAY

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept A: Low-Rise Residential and Mobile Home Parks				
THIS CONCEPT ENVISIONS THE RESIDENTIAL AREAS WEST OF BROADWAY AS:				
❖ Primarily a revitalized residential area with minimal change in character and density	14	2	12	

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
❖ Most existing mobile home parks would continue, while many older trailer parks would gradually convert to low-rise, multi-family housing	14	3	10	1. As long as there is careful consideration of the displaced older retired persons who own those mobile homes. 2. ASAP to convert mobile homes
❖ Woodlawn Avenue would stop at "F" Street and not connect to "H" Street	4	13	11	
Write in your Comments or Other Ideas below:				
1. But the older trailer parks do provide very low cost housing not available elsewhere 2. No mobile home parks – Mobile home parks between Downtown and Bayfront – inappropriate. 3. Include residents of the area in the planning – be careful of disruptions and displacements				
Concept B: Mix of Low-Rise and Mid-Rise Residential				
THIS CONCEPT ENVISIONS THE RESIDENTIAL AREAS WEST OF BROADWAY AS:				
❖ Residential neighborhoods of interconnected streets with a mix of housing intensities	25	5	3	1. This is a good place for denser housing
❖ Primarily low-rise housing with some mid-rise housing	22	4	5	
❖ Some existing mobile home parks, and most older trailer parks, would probably convert to multi-family housing	21	4	5	1. As long as care is taken to relocate retired persons living in those mobile homes. 2. I would maintain a mobile home park – for seniors only.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>Write in your Comments or Other Ideas below:</i>				
1. Please include a bike lane. 2. Take CV old corporation yard and make into a public park for area residents. 3. Another prime area for affordable housing 4. School and conference center and Bayside National Wildlife Refuge. 5. This is the perfect area for redevelopment and adding dense housing 6. Consistent with ideas of pedestrian-friendly, less car concepts.				
<i>OTHER IDEAS: (write-in)</i>				
1. A new high school and parks before any more housing				

NW- 6: THIRD AVENUE CORRIDOR (I TO L STREET)

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>Concept A: Retail Commercial Corridor</i> THIS CONCEPT ENVISIONS THIS PART OF THIRD AVENUE AS:				
❖ Transition from the Downtown District, a local-serving retail street	27	4	4	
❖ Primarily shops serving the surrounding neighborhoods, not the region	25	7	1	
❖ Low-rise housing behind retail shops	21	7	2	1. As now
<i>Write in your Comments or Other Ideas below:</i>				
1. Continue historic theme; increase pedestrian access; improve landscaping 2. This area seems to serve its neighborhood well 3. This is a transition area, so it's important not to be too dense with housing and business. It already has plenty – and we need to keep easy access to County building. 4. Be sure to listen to and include the views of local residents and business owners affected by any changes				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Concept B: Retail Commercial with Focused Mixed Use Development THIS CONCEPT ENVISIONS THIS PART OF THIRD AVENUE AS:				
❖ Local-serving retail with a mix of low-rise and mid-rise multi-family housing	19	4	7	
❖ Ground floor shopping fronting on Third Avenue with housing above and behind	18	4	6	1. No more homes unless a new high school is built on west side then this would be good
Write in your Comments or Other Ideas below:				
1. Continue historic theme; increase pedestrian access; improve landscaping. 2. And more restaurants, conference/meeting Center and park.				
OTHER IDEAS: (write-in)				
1. Decrease mobile homes. 2. Lower Sweetwater: integrate with historic neighborhoods for use as open space to accommodate residents. 3. VFW will need help in preserving its heritage, possibly redevelop the current site to make it appropriate. 4. Pay attention to landscaping and sidewalks along this route. 5. Leave VFW Building alone or help us redevelop this site. 6. More and better sidewalks, gutters and fix potholes. 7. NW Chula Vista – the need for additional parkland needs to be addressed				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

PLEASE NOTE- "NW-7: Lower Sweetwater" shown on the Planning Opportunity Areas Map was omitted from the Community Feedback Form, but a number of people provided written comments, which have been included where provided and under "other comments."

CITY-WIDE AND REGIONAL CONCEPTS AND PLANS

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
TRANSPORTATION				
<i>I-5 and I-805 Corridor Improvements</i>				
❖ Improve traffic flow in these freeway corridors	36	2		1. How? Encourage car-pooling. 2. Prioritize these efforts. 3. Who would favor this? 4. Please!!! 5. How? Not by widening
❖ Accommodate future transit system operations in these corridors	42			1. Must have secure parking lots
<i>Write in your Comments or Other Ideas below:</i>				
1. HOV lanes. Depending on time of day, expand the lanes. e.g., convert a southbound lane to HOV north during a.m. hours. 2. Red transit buses especially along L Street, Telegraph Canyon Road, connecting I-5 or I-805 with this area is a wonderful idea. 3. Improve access at on/off ramps at E, H, L and Palomar streets. Move traffic quicker – trolley 4. HOV is great on these corridors if access to and from both ends makes sense (i.e., Sorrento Valley or Downtown requiring coordination with other locals. A huge re-education or propagandizing effort will be needed to get commuters into HOV. (I love CV, particularly Bonita, but live north of I-8 because of the traffic.) 5. Build HOV lanes on both freeways. 6. Improving traffic flow on freeways is a fine idea, but only way to do it is by getting more people to use alternatives to their own cars. 7. It is time to put in overpasses with off-ramps and frontage roads from 805 and L out to Eastlake (at least). 8. Need trolley or bus lanes going E/W between I-5 and I-805.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>“South Bay Transit First” Plan</i>				
❖ Provide convenient transit service connecting regional jobs and housing centers	39			1. Please!! 2. Must have secure parking lots 3. Sounds good but depends on cost vs. potential (realistic) use
❖ Improve transit service between local activity centers	37	1		1. Note H Street = other E etc. 2. Economics of Shuttle/Monorail loop
<i>Write in your Comments or Other Ideas below:</i>				
1. Express shuttle between H Street and Southwestern College 2. This is a win/win situation because for every busload of passengers 20 – 25 cars less on the road that benefits those who choose to drive. 3. Use of public transportation will not increase until the system gets better. 4. Off-street bicycle paths would be great to connect to some of the transit stops. 5. To do this you must provide secure parking lots. 6. All depends on cost/benefit – it should not be a net draw on the City, it should not come with high taxes or user fees. 7. To do this you must provide secure parking lots. 8. All depends on cost/benefit – should not be a net draw on the City, should not come with high taxes or user fees. 9. Encourage bike lanes, small vehicles for local commuting. We live in an area where people can be outside all year, so it makes sense to walk or ride bikes. 10. Use public busses instead of school busses (except for exceptional needs, children with physical disabilities) place a school bus monitor on busses during school ride times – this frees up money for schools and space where school busses are parked for other uses. 11. It is important that “improved” rapid transit doesn’t clog up the crowded H Street areas more than they are. That H Street widening is just a stopgap anyway because of all the increase housing the City Council is approving in the area now.				
OPEN SPACE				
<i>“Greenbelt” Concept / Multiple Species Conservation Plan</i>				
❖ Protect major open space corridors	43	2		1. Otay River Valley – no walls and “gated developments” 2. Yes at Otay Lakes 3. This should go with third bullet
❖ Create a permanent urban boundary for the City	33	5	5	1. Because of ability to circumnavigate whole community 2. Natural open space 3. Things change 4. Keep the boundary natural, i.e., river valleys

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
❖ Protect unique natural features and resources	44	1		1. Save the Mid-Bayfront. 2. Keep hills hilly – don't flatten to max housing in grid pattern 3. This should go with first bullet.
❖ Ensure long-term management of habitat areas	42	2		
❖ Connect public parks with the Greenbelt wherever possible	43	2	1	1. Guarantees for land
❖ Provide a multi-use trail system	44		1	1. Permanent funding / acquisition 2. Most definitely!! 3. Need to protect and increase horse access 4. What is multi-use 5. Ensure connectedness, provide trail maps

Write in your Comments or Other Ideas below:

1. Greenbelts are a very high priority.
2. This greenbelt should be untouchable by developers in perpetuity.
3. This greenbelt concept is crucial to the quality of life in Chula Vista.
4. Nobody uses it right now
5. Better to have big usable parks vs. small lame community parks that are 2-3 acres
6. Ask Nelson-Sloan Co. to speed up their process of moving the Hanson Aggregate business out of the existing Otay Valley Regional Park. The crystalline-Silica dust it emits is unhealthy for humans and wildlife that enter and use the park. It's an eyesore and takes away from the beauty of the "Greenbelt".
7. What does the Bayfront O.S. qualify as – leisure or non-active. Land swapping noted, why not O.S. and no development. Bay should be left open. J Street Marina is a good example.
8. I don't mind multi-family units built on the Bayfront property.
9. Let's preserve the Greenbelt as planned. No development in the Greenbelt.
10. Preserve habitats, corridors, ecosystems in concert with the County & Federal agencies
11. I think trails should be for hiking, too much damage with bikes. Should have specific bike trails.
12. I love this entire idea. It would be a huge benefit to the city and its citizens
13. The Bayfront must be an important part of this plan including the mid-Bayfront
14. No development of any kind in open space
15. No deals and compromises with developers – detrimental to habitat / open space preservation
16. Enlarge the Greenbelt to include the mid-Bayfront property and the Port area as much as possible. This is the last chance the NW corner of Chula Vista can get this.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)		+	0	-	AREA FOR YOUR COMMENTS:
LAND USE					
<i>Schools and Parks</i>					
❖ Ensure that sites for schools and parks are designated and reserved in advance of need	40				1. A Must. 2. Need upper division schools 3. Same with churches & YMCA, Boys' & Girls' clubs 4. Essential – schools should not have to scramble at last minute to find school sites as with next Otay Ranch High 5. This is especially critical in the western side of the city.
❖ Consider joint use of school and park facilities (e.g., recreation, meeting rooms)	38	1	3		1. We deserve real parks. 2. Sounds good but won't work – too many obstacles and oversight problems. 3. Absolutely 4. Good Luck!! 5. This idea is OK but does not replace need for -- parks 6. Concept versus reality – the city has not gotten the best deal in the past. 7. Amen – we all pay for them, let's use them. 8. This is already being done to extent the facilities – especially fields are in sad shape.
<i>Write in your Comments or Other Ideas below:</i>					
1. Why build more? Share. 2. Questions on types of Port land uses 3. More Public/Private Partnerships 4. Suggest that in areas impacted with too many students already, that smaller schools be built that can accommodate the overflow. plan for schools and make smaller school populations. Bring back a neighborhood school concept; Sweetwater schools especially are too big. Joint use for parks is an excellent idea.					

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS

COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>Community Gateways and Corridors</i>				
❖ Create attractive entrances to Chula Vista through well-designed entry signs, landscaping and other street improvements	42	2		1. 4 th at 54 is historic Gateway, 3 rd Ave. extension as well. 2. Not gaudy signs 3. Chula Vista over trims the street trees and the “arborist” is very eager to cut down old specimens, recommend that you get rid of him and find someone who understands the value of the old trees. 4. Make a concerted effort to put utility lines underground, especially in the historic older and commercial areas, they look awful.
❖ Identify unique communities within Chula Vista through distinctive signs and other features	23	12	7	1. Too discriminating. 2. Could create “divided” communities
❖ Create a “view corridor” linking the Downtown to the Bayfront with attractive sidewalks, landscaping and other features	39	2		1. Do what San Diego did over I-15. 2. Would be nice but expensive. 3. Along E and H Streets
<i>Write in your Comments or Other Ideas below:</i>				
1. Both 4 th and 3 rd Ave. should be enhanced from I-54 to Civic Center & the Downtown Historic Chula Vista. Medians and parkways landscaped, etc. Why can't we use lemon trees? All over Seville & Valencia, Spain – orange trees are used. Lovely!! 2. Keep their city's image consistent to link older western areas with east. 3. I-5 and I-805 to I-8 freeway edges attractive overpasses – wrought iron, period lampposts and tile to give attractive appeal. 4. The Bayfront should be used as open space park and natural landscape. Should limit any kind of business or residential development.				
<i>“Landmark” Park</i>				
❖ Plan for new “urban” park that serves as a gathering place and focal point for the entire City	39	4	1	1. Village 4 2. Bayfront 3. Wow!! 4. The mid-Bayfront 5. Mid-Bayfront should be primarily natural habitat and park area 6. At Bayfront, don't waste area on hotels, etc. As it would be a wonderful entrance to the city – an open welcome to all to attract others to the rest of the city

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
❖ Possible locations include the Bayfront area and the San Diego Country Club (if it ever becomes available)	28	6	3	<ol style="list-style-type: none"> 1. Bayfront 2. Let's make the Mid-Bayfront our landmark park. 3. Mid-Bayfront is the perfect site. SDCC is ridiculous. 4. Bayfront is its own thing 5. Bayfront would be Best 6. Bayfront park next to preserve would be a nice buffer 7. My preference is the Bayfront area 8. Mid Bayfront should be the park 9. Others? 10. Good Luck 11. Forget the Country Club, Bayfront – yes 12. Like the Bayfront but SDCC is not an option, I would imagine 13. Bayfront would be a very attractive park. SDCC would also be nice and Balboa Park-like 14. Since there is no current possibility to get the Country Club, just drop that now. The best place for a landmark park is the Bayfront area, for several reasons. It is convenient, would make the area accessible to the public. The people now in Chula Vista prefer that the Bayfront be kept natural as much as possible and accessible park as well. That area would provide much needed parkland to the northwest area.
Write in your Comments or Other Ideas below:				
<ol style="list-style-type: none"> 1. The Bayfront is the logical choice for the landmark park. The key is to preserve as much of the natural beauty as possible. 2. Preserve the Bayfront in a manner similar to the area by the Chula Vista Nature Center. 3. People should be able to get off the freeways and feel welcomed to a unified Chula Vista. 4. Why advertise? City of CV can speak for itself. 5. Bayfront 6. Like the idea of building park over the freeway, also, consider landmark part at Otay Lakes 7. The Bayfront plan needs to be changed to eliminate urban use. There it needs to be primarily open space and parks for the community. 				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>University Site</i>				
❖ Continue to reserve a site in Otay Ranch to accommodate a major public or private university	41	3	2	1. Great idea. 2. Preserve it at all cost!! 3. Suggestion at Otay Lake is good. 4. Is there a time limit? 5. This is critically important 6. Major traffic issues MUST be mitigated. 7. Consider a bi-national university and an environmentally-oriented educational group.
❖ Continue efforts to attract a prestigious university to this site	39	5	2	1. Someday it will come <u>if</u> we keep the land. 2. Be careful that this will not be a focal point.
❖ Ensure that development of adjoining properties will complement the future university	41	2	2	1. But not encroach. 2. Affordable housing for students. 3. Apartments fro students. 4. Preferably research & tech employment centers 5. Does not have to be too prestigious 6. The Regional Technology Park
<i>Write in your Comments or Other Ideas below:</i>				
1. Get the university first and this will follow if you save space for it near the university or Brown Field 2. Campus is a big traffic generator – should be located next to SR-125 3. Great idea 4. Concerned that SR-125 being a toll highway – students, who go don't make a lot of money, will avoid the tolls dumping traffic on the streets, also most will come from 805 corridor, with 54 being a bottleneck. People will avoid using it to get to 125 and use city streets 5. This university or college should emphasize bilingual studies and bi-national subjects to take advantage of the Mexican populace both south of the border and here. It should begin with a partnership with Southwestern College and provide a “step up” for those students who wish to transfer.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>Regional Technology Park</i>				
❖ Create a large-scale business park (150 to 200 acres) that would provide sites for technology-based firms to locate “research and development” and manufacturing facilities	37	5	2	<ol style="list-style-type: none"> 1. Bring in Bio Tech, High Tech. 2. Needs two 150 – 200 acres each 3. A reach – but worth a try. 4. Eastlake has the commercial – work in this area 5. Otay Mesa 6. However, there must be stringent requirements for waste disposal and air and water quality for those components.
❖ Possible locations include the Bayfront area and Otay Ranch	20	4	17	<ol style="list-style-type: none"> 1. Not the Bayfront 2. Otay Ranch, not Bayfront. 3. Bayfront does not make sense. Otay Ranch okay. 4. No to Bayfront, put it in the Otay Ranch. 5. Keep the Bayfront as a nature preserve! 6. Not the Bayfront 7. No to Bayfront, OK in Otay Ranch. 8. Otay Ranch OK, not Bayfront 9. One in each 10. Existing Eastlake site. 11. Not on the Bayfront 12. Not the Bayfront 13. Not on the Bayfront 14. In an appropriate area – not residential 15. East Main Street, Otay Mesa area, Protect Bayfront 16. What about Eastlake Business Park also? 17. Do not spend so much \$\$ attracting them that the city gains nothing financially 18. Not Bayfront 19. No – absolutely not at the Bayfront 20. No, absolutely not in the Bayfront 21. Not Bayfront – the people need this beautiful area.

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
Write in your Comments or Other Ideas below:				
<ol style="list-style-type: none"> 1. A Nordstrom Rack would be a great addition to Chula Vista. 2. Stay out of the BAYFRONT! 3. Need a total of 500 acres based on EDC study 4. Location for technology park – Otay Ranch and Bayfront. 5. This does not belong on the Bayfront. 6. Should be located West of 125 across SR125 from the university. 7. Not on Bayfront – only at Otay Ranch (Fenton) Main Street or Palomar St. 8. This is important to keep Chula Vistans working in CV 				
Jobs / Housing Balance				
❖ Provide for job opportunities at various income levels in locations that are convenient to transportation	40		1	<ol style="list-style-type: none"> 1. Do not try to finesse the market. 2. You have to in order to realize any GP!! 3. Particularly high 4. Prefer higher-paying jobs – but must include lower-paying
❖ Provide for a variety of housing types to meet the diverse needs of Chula Vistans	36	3		<ol style="list-style-type: none"> 1. You have to in order to realize any GP!! 2. But not on our Bayfront. (Deal switch with Port) 3. More multi-family units, apartments 4. When developers put in new housing – the low income required buildings need to go in first. And yes, low income housing is needed in all that Eastern development
Write in your Comments or Other Ideas below:				
<ol style="list-style-type: none"> 1. Low to mid-income housing should be spread throughout the City. 2. Housing – high density near freeways – low density in between. 3. We need jobs not more houses to reduce the need for community – we have become a bedroom community. 4. There is not currently enough variety of housing types for sale and many low/moderate income families are shut out of the market. Too many single-family houses are being built in the new neighborhoods and not enough townhouses. It is an especially poor use of land to build small houses (1600 SF and less) on small lots. Townhouses can be attractively built with more interior space than many SF homes. Townhouse neighborhoods are usually more attractive and less cramped than triplex neighborhoods and are more desired by families than triplexes (most of which offer many more 2/3 bedroom models). Check out what has been done in other areas – the Maryland and Virginia suburbs or Washington DC are examples, where there are many more “rungs” on the housing ladder. 5. Hotels at Eastern Urban Center – there are plenty of motels in the areas of I-5 to Broadway to accommodate visitors and there is no need to build them in the Mid-Bayfront. Upgrade and improve existing motels in this area. 				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
<i>Community Use of Utility Rights-of-Way</i>				
❖ Consider opportunities for parks and public open space	38	1	1	1. Big parks 2. EMF's 3. Plant native plants 4. Start with Western Chula Vista to get some parks available in the area.
❖ Provide a trail system to connect neighborhoods	38	2		1. Integrate with power lines and aqueducts. 2. Love this idea; include bikes. 3. Yes.
<i>Write in your Comments or Other Ideas below:</i>				
1. Southwestern College – consult with Biology Dept. re. trails system. 2. SDG&E should pay for improvements within ROWs. 3. There are many excellent parks large and small in CV – thanks and keep building them and keeping plenty of open space/natural areas. 4. Parks should particularly include play areas for children and make plenty of benches, drinking fountains and ready access for our elderly population. Benches and shade areas are crucial for our parks to provide for our very neglected outside opportunities for our aged population 5. A maintained restroom and dog walking areas are attractions for retired people. Right-of-way parks would also be close to housing. 6. One of the most beautiful linear parks in CV is the one across the street from Hilltop Middle School; one of these would be wonderful.				
<i>OTHER IDEAS: (write-in)</i>				
1. Affordable housing for renters as well as homeownership. 2. Commercial development needs to include - get rid of strip malls - provide sunset tax incentives to businesses in strip malls to re-establish their businesses in improved retail commercial hubs! 3. Consider residential permit, zoned parking. Secure adequate space to build new schools (K-12) to support residential growth. 4. Whole Foods, Trader Joe's, Border's Bookstore, Tuesday Morning, Nordstrom's Rack. These stores are a few that would help to revitalize Downtown 3rd Avenue. They should be lured to Chula Vista. 5. This workshop was only the tip of the iceberg. The City has been creating this plan for three years and is just now letting the public think they have input. How could anyone thoroughly understand the ramifications of the proposals when the sessions explaining each area were conducted simultaneously? It is not possible to be in 3 places at the same time. Therefore, one came away having no background for basing an opinion on. A sincere effort to educate the public would entail more workshops with in-depth explanations of one area at a time. 6. Encourage large canopy trees in landscaping; don't use palm trees. 7. Create designated historic districts, improve quality of design review - get architects to participate. 8. Restore the Manor House; create a CLG to serve as historic site board.				

GENERAL PLAN UPDATE - OPPORTUNITY AREA CONCEPTS COMMUNITY FEEDBACK FORM

(+ = like 0 = neutral - = dislike)	+	0	-	AREA FOR YOUR COMMENTS:
9. We have to accommodate future population growth with high density housing near commercial and transportation centers.				
10. Missing in this discussion is the need to make the pedestrian links between Downtown and the Bayfront more attractive to pedestrians 1-5 and trolley are significant barriers to pedestrians.				
11. Rancho del Rey Library, YMCA, Fire Station, as community / transit hub.				
12. Recreation community centers as community hubs within the neighborhood connections to churches, schools, daycare centers, shopping, transit.				
13. Increased development is putting pressure on existing City ballfields and pools - need to address these current deficiencies.				
14. I think that the Mid-Bayfront should be developed with restaurants, entertainment, hotel businesses, but not residences. There should be a significant buffer to the wildlife/nature reserve. If the developer is insistent on residences, consider pursuing land swap with the Port District property where the old Rohr/Goodrich site is. This area is much less sensitive. If residences are brought in, it should not be done without major mitigation for the added population of students entering SUHSD.				
15. Personally, I think a combination of a hotel near the wildlife preserve and a major city park would be a great use for the land. It would be a draw, especially with entertainment, retain, business and restaurants and would help protect the nature preserve. I'm sure Goodrich would appreciate the hotel for its customers, suppliers, who periodically visit. I'm sure the visitors would appreciate lodging close to Goodrich, which provides a park for relaxing after work, for jogging, etc and the restaurants and shops. They might even enjoy the nature preserve.				
16. The city must also find a way to ease and speed up the commute from one end of the city to the other (east-west). It takes 20 to 30 minutes to traverse the city. We'll never prevent east vs. west or hope to keep residents spending in CV it is easier to go to the Gaslamp or Mission Valley than to go to the other end of CV.				
17. Water is a premium in the 91910 area. Sweetwater Authority won't be able to provide for more density there, will they? Will reclaimed water from the South Bay Water reclamation plant be used? How about Otay Water District?				
18. How about a desalination plant?				
19. Will the power plant be moved? When?				
20. Thank you for all your careful planning - CV residents will be grateful in years to come.				
21. No residential on the Bayfront, only community and visitor serving restaurants, etc.				
22. Large community park on Mid-Bayfront, city should condemn property use Bond, TPL and grant money to pay for it.				
23. Keep the traditional historic upgrade community friendly in building styles - a timeless quality.				
24. Landmark park in Bayfront, CV residents value J Street marina for walking and picnics - expanding this concept throughout our Bay would attract visitors in East and West CV as well as SD visitors and international visitors. This would also increase use of H Street corridor and 3rd Ave shopping and cultural parks and historic office mixes use in the city heart.				

GENERAL PLAN UPDATE- OPPORTUNITY AREA CONCEPTS - ADDITIONAL COMMENTS

ADDITIONAL WRITTEN COMMENTS RECEIVED AFTER THE TOWN HALL MEETING ARE SUMMARIZED BELOW:

1)	The planning is nice, but it would be nice if someone would finally increase the so-called grass area by the Bay to be larger than the parking lot. This has been a joke to the residents of Chula Vista. People want to go down by the water and take relatives/visitors to the area by the bay, however it is a total embarrassment at J Street marina area. It is an area to be avoided unless you want to feel crowded out.
2)	This User Guide should include a page of names and numbers for people to interface with city employees beyond the Town Hall meetings.
3)	Someone told me about this meeting and showed me an invitation they got. Where was mine??
4)	The Lower Sweetwater Valley area is also referred to as NW7 – I want open space only
5)	Regrettably we were not able to attend the Townhall Community Input meeting but we are still anxious to give some input regarding the area that planners have designated NW-7: Lower Sweetwater Area. We are strongly in favor of the area remaining Open Space. We are actually surprised that this question is being posed again and in such a similar format. Our community has presented the City Council with at least 2 petitions in the last few years in favor of open space. This area has already been harmfully impacted by the construction of 805 and 54. The City is also aware that this has for many years been a park-deprived area. We do not need anything to further aggravate the traffic problems in the area. Open space gives the neighborhood a little bit of a buffer zone from the two freeways and allows the residents to use the area as they would a park – for walking, jogging, bicycling, etc.
6)	We request that Area NW-7 Lower Sweetwater Valley, remain as open space.
7)	<p>As residents of Chula Vista since 1985 and concerned about the long-term sustainable development and quality of life in our area, we are once more confronted with the new assault on the Lower Sweetwater River Area (NW-7)</p> <p>Again and again, meeting after meeting, our community has expressed a strong position supporting the open space use of the remaining land in the canyon or Lower Sweetwater area.</p> <p>The Chula Vista Council and the Planning Department have received our input on those occasions and once more, thanks to the good offices of Peter Watry and Crossroads, we have been informed of the initiatives that may impact and in some cases, change our lives.</p> <p>We all know that this area is subject to periodic flooding, we have experienced the increased traffic resulting from the explosion of the Chula Vista population and the unfulfilled expectations of a Green Belt, especially in the North West.</p> <p>The NW-7 area is a very important habitat for dozens of bird species and small mammals. The enlightened use of the canyon and other canyons (see article SDUT 6/22/03 page G3) in the City and County and may provide opportunities for their survival and a way of preserving this wealth for the future of our children.</p>

GENERAL PLAN UPDATE- OPPORTUNITY AREA CONCEPTS - ADDITIONAL COMMENTS

1)	NW-7 Keep as open space
2)	NW-7 Keep as open space
3)	NW-7 Concept for public recreation is good – parks, bike trails, skateboard park for kids of CV and visitors too, OK.
4)	NW-7 Open space; commercial recreation – soccer field; expansion of existing campground; public facility accommodations similar to a neighborhood park.
5)	NW-7 Find ingress / egress solution.
6)	Provide active recreational opportunities – South Bay tennis facility (nothing decent in South Bay); ball fields; linkages to Greenbelt Master Plan and Trails Master Plan – along Sweetwater River, etc. This concept is good – parks, bike trails, skateboard park for kids of CV and visitors too, OK.
7)	In addition to the input I am providing in the blue questionnaire, I would like to emphasize my support for the alternative to increase the density in Northwest Chula Vista, particularly in the area around the 400 block of Flower Street. As you know, prior to the 1989 General Plan Update, this area was designated for apartments, and most of the surrounding area is, in fact, zoned and developed with multi-family projects. In your Zoning Map, this small enclave of single-family lots is relatively small in comparison to the surrounding R-3 zone, and as I mentioned, a good portion of these lots contain multiple units. For this reason I strongly support your idea to increase the density in this area and allow properties that were developed as multi-family projects under the pre-1989 General Plan Update to be legal conforming lots. Also create a more consistent multi-family residential pattern in this area. Thank you for your consideration and support.